

MARCH 31 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

RUTH FINLEY, Editor  
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor  
NEW YORK 19, N.Y.

El dorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 29, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Off The Press	"THE MARRIAGE OF DIAMONDS & DOLLS" New bridal book, the first book to trace complete fashion history of American bridal costume and explain symbols, such as the diamond ring, veil, wedding cake, rice and old shoes. Authored by Mary E. Lewis, whose collection of antique bride-dolls illustrates the volume, and by Dorothy Dignam, of N. W. Ayer & Son, Inc., the book is bound in white and gold to sell as a gift item, but will be widely used for reference in advertising, promotion and display. Bernice Chambers of New York University, and Emily Saaty of Hammer Galleries, contributed extensive research. Buying inquiries to Mrs. Downs, H. L. Lindquist, 2 West 46th St., ME. 3-3715.	MARY E. LEWIS AND DOROTHY DIGNAM	H. L. LINDQUIST PUBLISHER
Now Going On	MIDSEASON COLLECTION OF PARIS-INSPIRED FASHIONS "Tilli's Home from Paris" -- presenting the first of a group of Paris-inspired fashions by Tilli, designer for David Westheim. For delivery to the stores in June. Continuous showings. Publicity: Stephanie Frey, of Robbins & Barber, MU. 5-0863.	DAVID WESTHEIM	1400 BROADWAY SHOWROOM
Saturday March 29 11:00 A.M.; 2:00 P.M.	"TELEPHONE TOPICS"-- TEEN-AGE FASHION SHOW Abraham and Straus will present fashions for the teen-age girl in a tie-up with the Simplicity Pattern Co. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
Saturday March 29 2:00 P.M.- 4:00 P.M.	AUTHORS AUTOGRAPH CHILDREN'S BOOK Maud and Miska Petersham, well-known children's authors, will autograph copies of their latest book "America's Stamps" from 2:00 P.M. to 4:00 P.M. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	STREET FLOOR BOOK DEPARTMENT
Saturday March 29 8:00 P.M.- 8:30 P.M.	FASHION SHOW IN TELEVISION Another of the fortnightly "Fashion Showcase" television series presented by WCBW, television station of the Columbia Broadcasting System, under the direction of Paul Belanger, assisted by Lou Hudiburg. Hats by Walter Florell will be shown. Publicity: James Kane, MU. 6-6340.	WCBW	CBS (15 VANDERBILT AVE.)
March 29	BASEBALL WEEK (March 29-April 5)		
March 30	HOLY WEEK (March 30-April 5)		
March 30	PALM SUNDAY		



DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MARCH 31, 1947

Monday March 31 1:00 P.M. Luncheon	LUNCHEON SHOWING OF EASTER HATS "Easter Surprises" -- new millinery by Rose Sapphire will be presented during luncheon, in addition to hats for Spring and early Summer. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE (501 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 31 4:00 P.M. Cocktails	RECEPTION AT OPENING OF NEW BUILDING Formal press opening of B. Weinstein's new five-story building, with an informal showing of custom-made clothes and furs, ready-to-wear, and special accessories. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	B. WEINSTEIN	7 EAST 57TH STREET
Tuesday April 1 9:00 A.M.	ANNUAL PRESS PARTY AND FLOWER SHOWING Kathryn Churchill, flower consultant and stylist, will present her annual party, followed by a visit to the wholesale flower market to see the Easter flowers. Attendance by invitation only. Contact: LA. 4-0499.	KATHRYN CHURCHILL	SHOWROOM 110 WEST 28TH STREET
Tuesday April 1 10:30 A.M.	INFORMAL SHOWING OF EASTER MILLINERY Hats styled by Lish for feminine appeal and masculine approval will be presented at an informal showing of Easter millinery. Show specifically for the newspaper press, by invitation only. Publicity: Ruth Farrell, of Bert Nevins, WI. 7-9715.	LISH	NEW YORKER HOTEL SUITES F & G
Tuesday April 1 3:00 P.M.	"YELLOW SUNSHINE" BY HENRY ROSENFELD Henry Rosenfeld spreads yellow sunshine over Russeks Spring and Summer collection. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER
Tuesday April 1	APRIL FOOL'S DAY AND NATIONAL LAUGH WEEK (April 1-April 8). Contact: National Laugh Week Foundation, 347 Madison Ave., MU. 4-1909.		
April 1	CONSERVATION WEEK (April 1-April 5)		
Wednesday April 2 12:00 Noon Luncheon	BENEFIT LUNCHEON AND FASHION SHOW A fashion showing of Sydell's Spring and early Summer suits, cocktail, dinner and evening gowns, with a bridal procession. Showing promptly at 2:45 P.M. Price: \$6.00. Contact: Fay Blatte, ES. 7-2748.	SYDELL (666 FIFTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 2 12:30 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING "It's A Buyer's Market -- So What?" (a round-table discussion). Speakers: Norman S. Dahl, President, Prince Matchabelli, Inc.; Frank R. Hale, Promotion Director, Cunningham Drug Stores, Detroit; Stephen L. Mayham, Executive Vice President, Toilet Goods Assn., Inc.; Kay Brown, Cosmetics Buyer, Bloomingdale's. Chmn., Cosmetics Division; Leonore Buehler. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Unlimited guest privilege. Reservations close Tuesday, April 1, at 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 2 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Presentation of fashions for Easter, Spring and Summer by Madame et la Jeune Fille. Press by invitation. Public by reservation. For reservations, contact: Frank, headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
Wednesday April 2 2:30 P.M.	FASHION SHOWING OF ALTMAN ORIGINALS Re-showing of Altman Originals, as presented to the press on Thursday, February 27, at a luncheon show. (Postponed from March 5 and March 27). Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 3- April 30	DISPLAY OF MODERN AMERICAN LACES Types and patterns of dress, negligee and trimming laces, manufactured by American Mills. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1630 BROADWAY AT 52ND STREET
April 4	GOOD FRIDAY		
April 5	FIRST DAY OF JEWISH PASSOVER		
April 6	EASTER SUNDAY		

EASTER SUNDAY IN NEW YORK

Sunday April 6 12:00 Noon	BENEFIT EASTER "BRUNCH" Annual Easter "Brunch" for the benefit of the four actors' guilds, and the New York University Rehabilitation Center. Breakfast: \$5.00. Ring-side Tables (seating ten to twelve): \$1000.00. Publicity: Michael McGrath or Frank Sills, PL. 5-3400.	MONTE CARLO	MADISON AVE. AT 54TH
------------------------------------	---	-------------	----------------------

Sunday April 6 4:30 P.M.	ANNUAL EASTER CONCERT The Westminster Choir will present a program of Easter music, following a half-hour program by Mischa Borr and his Ensemble. Publicity: Waldorf Publicity Office: EL. 5-3000.	WALDORF-ASTORIA HOTEL	PARK AVENUE FOYER
--------------------------------	--	-----------------------	-------------------

Monday April 7 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS FOR SUMMER Daytime, playtime and evening fashions for Summer will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
--	---	--------------------	---------------------------------

Monday April 7- April 10	INTERNATIONAL BEAUTY SHOW A four-day series of beauty and fashion events--makeup and hairstyling demonstrated by leading artists; an all-embracing corset and brassiere show by Ruth Merzon (of 666 Fifth Ave.), created entirely to show figure adjustment and correction for the "under-developed" and for the "over-endowed" with beachwear incorporating patented built-in brassieres; a fashion revue; a special Manicure School by Revlon; lectures on plastic surgery; and over 250 other exhibits. Admission: \$1.20-\$3.30. Press by invitation. Publicity: Ed Jaffe, CI. 5-7355.	INTERNAT'L BEAUTY SHOW (19 WEST 44TH ST.)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
--------------------------------	--	--	--



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 8 12:30 P.M. Luncheon	PUBLICITY CLUB LUNCHEON MEETING "How Does Publicity Serve the Public Interest"-- a panel discussion with Maurice Mermey, Baldwin & Mermey; Glenn Griswold, Editor, "Public Relations News"; Earl Ferris, Public Relations Counsel; Weston Smith, Vice-President, "Financial World". Admission: \$2.00. Chairman of Program Committee: Thomas L. Cotton, MU. 2-5114. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	ICELAND RESTAURANT 1680 BROADWAY
Tuesday April 8 1:00 P.M. Luncheon	"COTTON FANFARE" AT LUNCHEON SHOWING Zachary Bogert's 1947 collection of designer cottons, featuring town and beach wear, will be presented during luncheon. Press by invitation. Public by reservations. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 9 12:30 P.M. Luncheon	BENEFIT SHOWING AT LUNCHEON Showing of Elizabeth Arden's new creations, accessorized with jewelry by John Rubel--for the benefit of the American Women's Voluntary Services Exchange Shop. Tickets: \$5.00. Contact: Mrs. Williams, AWVS, 14 East 52nd St., PL. 3-9143. Hotel Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424.	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA BALLROOM
Wednesday April 9 2:30 P.M.	TROUSSEAU FASHION PRESENTATION Glamorous trousseau fashions as featured by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Postponed April 9 4:00 P.M.	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, AND THEN FOR WEDNESDAY, APRIL 9, HAS BEEN INDEFINITELY POSTPONED.		
Thursday April 10 4:00 P.M.- 6:00 P.M. Cocktails	PRESS "EYE-OPENER": FABRICS FOR FALL Press "Eye-Opener" of William Winkler's Fall 1947 collection of individually-designed fabrics. Showing promptly at 4:30 P.M. Publicity: Leonie A. McLaughlin, WI. 7-4613.	WILLIAM WINKLER FABRICS	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Thursday April 10 4:00 P.M. 6:00 P.M.	PREVIEW OF ITALIAN HANDICRAFT Invitation Preview opening of the House of Italian Handicrafts. Press Preview, 11:00 A.M., same day. Attendance by invitation only.	HANDICRAFT DEVELOPMENT, INC.	217 EAST 49TH ST.
April 12	SECOND ANNIVERSARY OF THE DEATH OF FRANKLIN D. ROOSEVELT (Friday).		
Saturday April 12 11:00 A.M.	TEEN-AGE FASHION PRESENTATION Spring and Summer coats, suits and dresses for the teen-age girl shown by B. Altman. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	SECOND FLOOR TEEN SHOP



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 12 2:30 P.M.	CUSTOMER FASHION SHOW Customers will model the clothes fashioned by themselves at an informal fashion show. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	4TH FLOOR SEWING CENTER
Saturday April 12 11:00 A.M.; 2:00 P.M.	"FASHIONS FOR THE AMERICAN GIRL" "Fashions for the American Girl" -- a showing of youthful clothes sponsored by The Hub in conjunction with the Baltimore Girl Scout Council of Brownies and Girl Scouts. Two performances will be given at The Alcazar, Cathedral and Madison Sts., Baltimore. Admission by ticket only. Publicity: Leatha Fries, The Hub, Baltimore, Calvert 4444, Ext. 269.	THE HUB BALTIMORE	THE ALCAZAR BALTIMORE
Monday April 14 12:30 P.M. Luncheon	PLACE SETTINGS AT LUNCHEON SHOW Luncheon for home furnishings and food editors, at "Mission Row" (third floor) of the San Benito Winery. Place settings by Gimbel's will demonstrate the proper glassware and stemware for wine serving. By invitation only. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	SAN BENITO WINERY 601 WEST 26TH ST.
Monday April 14 1:00 P.M. Luncheon	SUMMER MILLINERY AT LUNCHEON SHOW Presentation of Annas' late Spring and early Summer millinery during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANNAS' MILLINERY (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday April 14- May 10	CANCER SOCIETY DRIVE FOR FUNDS A special appeal is being made to fashion people to cooperate with the Cancer Society Drive for Funds. Volunteer workers to man booths or tables in restaurants, hotels, night clubs, etc. are needed by the N. Y. City Cancer Committee of the American Cancer Society, in its annual drive for funds during Cancer Control Month (April, by Presidential Proclamation). Honorary Chairman: Mrs. Albert Lasker. Chairman: Mrs. Malcolm Muir. Contact: Florence Judson, co-Chairman of Booth Canvass, at WI. 7-8100 or CI. 6-4040.	NYC CANCER COMMITTEE WOMEN'S DIVISION	CAMPAIGN HEADQUARTERS 1775 BROADWAY
Wednesday April 16 1:00 P.M. Luncheon	LUNCHEON BY DRENE FOR BEAUTY PRESS Luncheon by Drene (Procter and Gamble) for the beauty press. Attendance by invitation only. Publicity: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE	HOTEL BILTMORE SUITE 119
Wednesday April 16 1:00 P.M. Luncheon	SPRING FURS AT LUNCHEON SHOW Capes, jackets and stoles in silverblue mutation and natural wild mink will be featured in Dein-Bacher's Spring collection of furs shown during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 16 2:30 P.M.	JIM TILLETTS DESIGNS ON FULLER FABRICS Presentation of Jim Tillett's fantasy designs on Fuller Fabrics for town and beachwear. Fashions from the following: Claire McCardell, Hi-Dee, Peggy Thayer, Joseph Love, Aquatogs, Ray Modes, Cole of California, Ellen Hewitt of Delphi, B. Schwartz, Royal Robes, Cisco, Altman Originals. Open to public. Publicity: B. Altman, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday April 17 12:30 P.M. Luncheon	TENTH ANNUAL DESIGN AWARDS LUNCHEON Tenth annual Design Awards Luncheon by Lord & Taylor, with awards to outstanding individuals in the field. Attendance strictly by invitation. Director of Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 17 7:30 P.M.	BRIDAL CLINIC: NEW "BRIDE'S BOOK" Edythe Thornton McLeod will conduct a clinic introducing her new "Bride's Book" in front of Gimbel's "Honeymoon Cottage" on the 9th Floor. Different types of brides, and costumes suited to each, will be demonstrated. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	9TH FLOOR
Saturday April 19 1:00 P.M. Luncheon	CHARITY LUNCHEON FASHION SHOW Showing of Sydell's suits and cocktail, dinner and evening gowns for Spring and early Summer; also, a bridal procession. Price: \$5.00. Contact: Mrs. Zuckerman, MU. 2-4100.	SYDELL (666 FIFTH AVENUE)	HOTEL ROOSEVELT MAIN BALLROOM
Monday April 21 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Custom-made suits, dresses and evening clothes for Spring and Summer presented at luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	KREINICK MODES (62 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday April 22 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND "FASHIONS FOR DANCING" Annual luncheon of the Women's Division, with the Fred Astaire Studios in "Fashions for Dancing" by Jo Copeland, Kiviette and Pauline Trigere. Commentary: Jinx Falkenburg. Special guest of honor: Miss Fannie Hurst. Admission: \$6.00. Contact: Luncheon Committee, McCosker-Hershfield Home, PE. 6-3855. Coordinator and publicist: Augusta Arnold, RE. 7-1245.	MCCOSKER-HERSHFIELD CARDIAC HOME	HOTEL ASTOR GRAND BALLROOM
Wednesday April 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable's fashions for Summer will be presented during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday April 23 3:30 P.M.	PRESS SHOWING: CUSTOM-ORDER COLLECTION Zoe de Salle will present a press preview of her exclusive custom-order collection of gowns and millinery. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23- May 29	RETAIL NEWSPAPER ADVERTISING CONTEST	MEN'S FASHION GUILD OF N.Y. (507 FIFTH AVENUE)	THROUGHOUT THE COUNTRY
	Newspaper advertisements appearing between April 23 and May 29 are eligible for the retail newspaper advertising contest sponsored by the Men's Fashion Guild of New York for store advertising managers. Judges of the contest are: Charles F. Hughes, Business News Editor, New York Times; Frank LaClave, Managing Editor, Printers' Ink; and O. Preston Robinson, Professor of Retailing, New York University School of Retailing. Publicity: Milton Sutton, The Zlowe Company, VA. 6-4885.		
April 27	BEGINNING OF DAYLIGHT SAVING TIME.		
April 27	NATIONAL BABY WEEK (April 27-May 3).		
Week Of April 28	SHOE GUILD WEEK: EARLY FALL OPENINGS	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	This Early Fall Opening period will highlight early Fall shoe styles in street, dress, formal, and indoor types. Back-to-school shoes will be bought at this time as will shoes for coordination with ready-to-wear and accessories. Shoes purchased will be for July, August and September delivery. The member firms of the Guild of Better Shoe Manufacturers are Cangemi, Inc.; Thomas Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Schwartz and Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.		
Wednesday April 30 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Fashions by Russeks to be presented at a luncheon show. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
May 5	BRITISH INDUSTRIES FAIR IN LONDON AND BIRMINGHAM (May 5-May 16)		
Thursday May 8 9:30 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL BLOUSES	SALLY MASON (498 SEVENTH AVE.)	HAMPSHIRE HOUSE COTTAGE
	Press preview of Sally Mason's back-to-school showing of blouses and separates. Press by invitation. Publicity: Mildred Kaldor, BR. 9-9399.		
Sunday May 11	MOTHER'S DAY (Chmn. of National Committee--George J. Hecht, Publisher, Parent's Magazine, MU. 5-4400).		
Tuesday May 13 10:00 A.M.	FIRST ANNUAL FASHION SHOW, CLINIC	INFANTS' AND CHILDREN'S WEAR BUYERS' ASS'N	HOTEL PLAZA
	The Infants' and Children's Wear Buyers' Association will hold its first annual fashion show and clinic, with a forum in the morning from 10:00 A.M. to 12:00 P.M. at which outstanding speakers (to be announced) will discuss the children's market from economic and fashion angles. A fashion show of new merchandise will be presented during luncheon. Tickets for forum and luncheon: \$10.00. Press by invitation. Director and Publicity: Mildred Kaldor, BR. 9-9399.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 18- May 23	DALLAS FALL MARKET SHOWINGS (Sponsored by Dallas Fashion and Sportswear Center and American Fashion Association).		
Monday May 19 4:00 P.M.	PRESS PREVIEW OF FALL ORIGINALS Anna Miller's new Fall originals will be presented to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Monday May 19- May 24	ANNUAL NATIONAL COTTON WEEK "Pick Cotton" is the slogan for National Cotton Week, co-sponsored by the Cotton-Textile Institute and the National Cotton Council, and emphasizing the return to store shelves of quality cottons which were scarce during the last five years. Posters and literature, pointing out the merits of new cotton merchandise, will be sent to the thousands of stores across the continent which regularly participate in the event. Contact: Cotton-Textile Institute, 320 Broadway, WO. 2-0270.	COTTON-TEXTILE INST. NAT'L COTTON COUNCIL	THROUGHOUT THE COUNTRY
Beginning Monday May 19	OPENING OF FALL SPORTSWEAR LINES The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include: ADLER AND ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC.  Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS MUTUAL-ROSENBLOOM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES, INC.
Beginning Monday May 19	OPENING OF FALL LINES The FOGA Fall Openings will be held earlier than usual this year. In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED. GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.
Wednesday May 21 4:00 P.M. Cocktails	FALL SHOWING FOR PRESS AND TRADE Eta will present her new Fall fashions to the press and trade. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA	HOTEL PLAZA TERRACE ROOM



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday  
March 28 PREMIERE: "CARNIVAL IN COSTA RICA" (Movie) ROXY THEATRE, 7TH AVE. & 50TH  
20th Century-Fox technicolor musical telling the story of the annual  
flower carnival in Costa Rica, with Dick Haymes, Vera-Ellen, Cesar Romero,  
Celeste Holm and Anne Revere. Directed by Gregory Ratoff, produced by  
William A. Bacher. Costumes: Rene Hubert. Publicity: Jeannette Sawyer,  
CI. 6-0950.
- Sunday  
March 30 OPENING: "THE GREAT CAMPAIGN" PRINCESS THEATRE, 39TH ST. E. OF B'WAY  
The Experimental Theatre presents the fourth in a series of new plays  
under the sponsorship of the American National Theatre and Academy.  
This play, an American fantasy dealing with the efforts of a middle-  
class Ohioan to become President, was written by Arnold Sundgaard.  
Producer: T. Edward Hambleton. Director: Joseph Losey. Costumes:  
Rose Bogdanoff. Publicity: Zelda Dorfman, WI. 7-2754.
- Wednesday  
April 2 OPENING: "TENTING TONIGHT" BOOTH THEATRE, 45TH ST. WEST OF B'WAY  
Judith Abbott and Mary Mason present a new play by Frank Gould about  
the housing difficulties of ex-G.I.'s attending school, with Dean Harens,  
Jean Muir, Jackie Kelk, Joshua Shelley. Directed by Hudson Faussett.  
Costumes: Kermit Love. Publicity: James Proctor, VA. 6-5084.
- Thursday  
April 3 OPENING: "BAREFOOT BOY WITH CHEEK" MARTIN BECK THEATRE, 45TH ST. W. OF B'WAY  
George Abbott presents a new musical adapted by Max Shumlin from his  
satirical novel of the same name, with music by Sidney Lippman and lyrics  
by Sylvia Dee. Cast features Nancy Walker, Billy Redfield, Red Buttons,  
Phil Coolidge and Jerry Austen. Directed by George Abbott. Costumes:  
Alvin Colt. Publicity: Richard Maney, WI. 7-6939.
- Saturday  
April 5 PREMIERE: "TIME OUT OF MIND" (Movie) PARK AVENUE THEATRE, PARK AVE. & 57TH  
Universal-International's new drama based on the best-selling novel by  
Rachel Field, and starring Phyllis Calvert, Robert Hutton, Ella Raines  
and Eddie Albert. Produced and directed by Robert Siodmak. Costumes:  
Travis Banton. This is a pre-release, reserved-seat, advanced-admission-  
price run. Publicity: Al Horwits, CI. 7-7100.
- Saturday  
April 5 OPENING: "ALICE IN WONDERLAND" INTERNATIONAL THEATRE, COLUMBUS CIRCLE  
American Repertory Theatre presentation (in conjunction with Rita Hassan)  
of the Eva Le Gallienne production of Lewis Carroll's fantasy, with Bambi  
Linn as Alice, and Eva Le Gallienne, Margaret Webster, Richard Waring and  
Philip Bourneuf. Director: Eva Le Gallienne. Costumes: Noel Taylor  
Publicity: Wolfe Kaufman, BR. 9-4825.
- Sunday  
April 6 CONCERT BY MARIAN ANDERSON METROPOLITAN OPERA, B'WAY & 39TH ST.  
S. Hurok presents Marian Anderson in an Easter Sunday concert. Prices:  
3:00 P.M. \$1.20-\$3.60 (tax included). Contact: PL. 3-0820.
- Wednesday  
April 9 RINGLING BROTHERS CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.  
Opening of the 1947 season for the Ringling Brothers-Barnum & Bailey  
Circus, with continental artists and attractions for the first time  
since the war, in addition to clowns, trapeze artists, performing  
animals, and all the traditional regalia. Costumes by Miles White.  
Publicity: Bill Fields, CI. 5-7930.